



Application writing Supporting documents

For further information visit <http://jncc.gov.uk/UKLIFE>

LIFE+ Proposal Writing Guide

This document is intended to be a guide and provides examples and suggestions (not exhaustive) on how you can present a LIFE+ proposal. Please note that each LIFE+ proposal should be tailored to the environmental problem being addressed. Therefore, some of the examples here may not be suitable for your proposal and you should use this as a guide only.

Please also ensure that you always refer to the up to date call information and proposal guidance, available from the official LIFE+ website, <http://ec.europa.eu/environment/life/>.

If you have any questions about your proposal, please email UKLIFE@JNCC.gov.uk

Examples of text or ideas for LIFE+ proposals	<i>Hints and tips from evaluators</i>
<p>Part B</p>	<p><i>Information provided should be structured, concise and clear</i> <i>Use the character limits and maximum page lengths as a guide to the amount of information you need to provide.</i> <i>However – they are not compulsory targets to be reached.</i> <i>Don't leave any blank fields, write not applicable, etc, rather than nothing</i></p>
<p>Project objectives: (Maximum Characters: 2500)</p> <p>PRINCIPLE OBJECTIVE. Demonstrate an innovative communication process to increase _____, and develop communication media to support implementation across the European Union.</p> <p>SUPPORTING OBJECTIVES</p> <p>Objective 1 - Demonstrate the use of ____ to increase _____ through an innovative process.</p> <p>Objective 2 - Demonstrate the use of ____ to increase participation _____ in _____ with _____ through an innovative process.</p> <p>Objective 5 - Develop employment and education opportunities _____.</p> <p>Objective 6 - Robustly monitor the demonstration project</p> <p>Objective 7 - Disseminate the project across EU member states via a variety of forums.</p> <p>CONTRIBUTION TO DEMONSTRATION AND INNOVATIVE POLICY APPROACHES</p> <p>The project is aligned to the demonstration policy approach being carried out on large scale _____ because _____</p> <p>CONTRIBUTION TO THE DEVELOPMENT, MONITORING AND EVALUATION OF EU POLICY KNOWLEDGE BASE</p>	<p><i>This needs to engage the evaluator. It needs to be clear and concise.</i></p> <p><i>It can form the framework for the rest of the project application.</i></p> <p><i>Many proposals 'lack awareness' - proposals fail to identify the true problem</i></p> <p><i>Ensure there is a logical link between the threats /problems and the objectives, actions and expected results</i></p> <p><i>Clearly state the environmental problem</i></p>

<p>The project will demonstrate how _____ policy can be more effectively implemented by Municipalities through _____. It will aid the EU in understanding how to evaluate, monitor and develop those EU policies that can only be delivered by active engagement with the public.</p> <p>Or</p> <p>The overall purpose of the project is to maintain and enhance the conservation value of _____. The main target species for the project will be for which the SPA is also designated. However, the project is also likely to benefit other _____) In addition, it is expected to have a positive impact on _____</p> <p>The project will have four main objectives, as follows.- To enable _____. - To protect _____ - To improve knowledge and understanding among _____</p>	<p><i>Identify and summarise relevant EC policy / directives</i></p> <p><i>Brief description of the key areas of relevance</i></p>
<p>Expected results (outputs and quantified achievements): (Maximum Characters: 2500) <i>Example results may include:</i> Demonstrate a model process for _____ Increase activity in _____ Increase participation in _____ Demonstrate positive _____. Provide added value to the EU in demonstrating how to implement policies that require engagement with urban dwelling citizens, which represent around half of the EU-27. Provide exemplar communication media e.g. _____. Provide employment opportunities and training in public engagement in local communities. Provide training/employment media opportunities to young people. Provide _____ qualification to _____.</p>	<p><i>The application must clearly lay out the evaluation and dissemination actions and how the project results can be utilised in broader EU terms.</i></p> <p><i>Project objectives and results should be quantified</i></p>

<p>Actions and means involved: (Maximum Characters: 2500)</p> <p>The actions involved in the project will be as listed below. _____</p> <p>A: PREPARATORY AND PLANNING ACTIONS A1: Recruit new project staff A2: Select subcontractors A3: Establish local community group to support project implementation and follow-up A4: Carry out _____</p> <p>B: LAND PURCHASE AND LEASE (if required)</p> <p>C: CONCRETE CONSERVATION ACTIONS C1: Carry out _____ and _____</p> <p>D: MONITORING OF PROJECT IMPACT D1: Carry out longer-term monitoring for _____ D2: Carry out final check for _____ D3: Carry out post-removal monitoring of the target species and other key taxa D4: Assess _____</p> <p>E: AWARENESS AND DISSEMINATION ACTIONS E1: Erect notice boards E2: Create and maintain project website E3: Produce layman's report E4: Produce information materials E5: Organise awareness-raising events for _____ E6: Carry out media work E7: Hold end-of-project conference</p>	<p><i>Physical concrete actions need to be made clear.</i></p> <p><i>Project needs to develop and clearly show the concrete conservation actions to deliver the outputs</i></p> <p><i>Refer back to the objectives listed earlier and elaborate on them</i></p> <p><i>Any demonstration actions should be of Innovative techniques etc. and outcomes implemented as part of the project.</i></p> <p><i>How will this be achieved?</i></p> <p><i>Ensure all actions are current Best Practice</i> <i>Re think wording so use “consolidating” rather than “developing”</i></p> <p><i>There is often poor background information provided.</i></p>
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<p>F: PROJECT MANAGEMENT ACTIONS F1: Manage project effectively and efficiently F2: Network with other projects F3: Obtain independent verification of final financial statements F4: Produce after-LIFE conservation plan</p> <p>Action C1, which lies at the core of the project, will _____</p>	
<p>Environmental problem targeted: (Maximum Characters: 10000)</p> <p><i>Clearly state the environmental problem</i></p> <p><i>Identify and summarise relevant EC policy / directives</i></p> <p>1. policy – title only 2. policy 3. policy</p> <p>Policy 1 <i>Brief description of the key areas of relevance</i></p> <p>Policy 2 <i>Brief description of the key areas of relevance</i></p>	<p><i>Ensure there is a logical link between the threats/problems and the objectives, actions and expected results</i></p> <p><i>Clearly state the environmental problem</i> <i>Identify and summarise relevant EC policy / directives</i></p> <p><i>Brief description of the key areas of relevance</i></p>
<p>State of the art and innovative aspects of the project: (Maximum Characters: 10000)</p> <p>Step 1: Understand the target ____ <i>Explain how the project will under take this task and how it will contribute the objectives listed</i></p> <p>Step 2: Understand the ____) <i>Explain how the project will under take this task and how it will contribute the objectives listed</i></p>	<p>Refer back to the steps outlined under “actions and means involved”.</p> <p><i>Explain how the project will under take this task and how it will contribute the objectives listed.</i></p>

<p>Step 3: Outline process ----- <i>Explain how the project will under take this task and how it will contribute the objectives listed</i></p> <p>Etc....</p>	<p><i>Ensure all actions are current Best Practice</i> <i>Re think wording so use “consolidating” rather than “developing”</i></p>
<p>Demonstration character of the project (For forests monitoring projects this box should not be filled in) (Maximum Characters: 10000)</p> <p>The project will demonstrate how to apply an innovative communications process that combines the science and art of communications in the context of _____ (as outlined in the innovation section). The project will target communication in geographical areas that _____</p> <p>PRE AND POST CAMPAIGN MONITORING Prior to the demonstration baseline data will be established, by _____</p> <p>THE COMMUNICATION CAMPAIGNS There will be X campaigns in total across X areas</p> <p>RELEVANCE OF THE CAMPAIGNS The campaigns: _____ are detailed in Implementation Action B1 to B3.</p> <p>The X campaigns: _____ & _____; are detailed in Implementation Action B4 to B6 etc..</p>	<p><i>These are often over priced</i> <i>Ensure task descriptions are precise.</i></p> <p><i>Partnerships often lack pertinent environmental and/communication expertise</i></p> <p><i>Ensure your project team includes strong environmental and communication skills</i></p> <p><i>Any demonstration actions should be of Innovative techniques etc and outcomes implemented as part of the project.</i> <i>For a LIFE biodiversity project it must be Demonstration/innovation, If it is predominantly best practice it will be rejected.</i></p>
<p>Best practice character of the project: (Maximum Characters: 10000)</p>	

<p>This project will be based on established best practice in the Its implementation will be guided by a detailed operational plan that has been developed</p>	<p><i>Refer back to the steps outlined under “actions and means involved”.</i></p> <p><i>Explain how the project will undertake this task and how it will contribute the objectives listed.</i></p> <p><i>Ensure all actions are current Best Practice</i> <i>Re think wording so use “consolidating” rather than “developing”</i></p>
<p>EU added value of the project and its actions (Maximum Characters: 10000)</p> <p>This project will.....</p> <p>LINKS TO OTHER EU PROJECTS The project also provides significant added value in linking other EU projects. It is anticipated that we would use the dissemination events of the other EU funded projects in order to both promote and add value</p>	<p><i>The application must clearly lay out the how the project results can be utilised in broader EU terms.</i></p> <p><i>Ensure a link with other on-going local, regional, national and EU level initiatives in the same area, link your project to previous and future activities carried out or planned within these other initiatives</i></p>
<p>Socio-Economic Effects of the Project (Maximum Characters: 10000)</p> <p>The social economic effects of the project will be detailed in a separate report at the end of the project, as the overall impacts will be directly linked to the end results. E.g.</p>	<p><i>Be clear that your proposal includes a monitoring scheme that will effectively and efficiently measure the social impact of the project</i></p>

<p>_____ REVENUES The project will result in increased levels of _____. The savings that result from _____</p> <p>JOBS The project will have a direct impact on jobs, _____ The project will therefore report on the number of jobs created within the project and the number of potential additional jobs created in industry</p> <p>RESOURCES FOR INDUSTRY The project will provide additional resources for industry in terms of access to _____</p> <p>REDUCING DEMAND ON INFRASTRUCTURE _____ long term benefits for the tax payer in reducing the demand _____</p>	<p><i>Tourism – if your project has any impact/effect on tourism, link to the EC communication ‘Europe, the world’s No 1 tourist destination - a new political framework for tourism in Europe</i></p>
<p>Efforts for reducing the project's "Carbon footprint" (Maximum Characters: 10000)</p> <p>MITIGATING THE CARBON IMPACT The carbon emission factors listed in the table below (Department of Energy and Climate Change, 2010) will be used to estimate the carbon savings _____</p> <p>WASTE PREVENTION Waste prevention carbon savings will be estimated assuming that waste prevented would otherwise have been sent to landfill. The savings will only be applied to waste management processes and no account will be taken of supply chain embedded carbon.</p> <p>RESIDUAL WASTE The carbon impact of residual waste will be estimated by applying the landfill carbon emission factors in the table below (DECC, 2010). _____</p> <p>REDUCING THE CARBON FOOTPRINT DURING PROJECT IMPLEMENTATION Travel (Management)</p>	<p><i>Use this section to describe the steps to be taken to reduce the carbon footprint of the project itself.</i></p> <p><i>This can include transport policy, purchasing recruitment etc... It is important to efficiently measure the impact of the project (to do this you will have already needed to set the baseline)</i></p> <p><i>The EC have a green procurement tool kit that you can use and reference http://ec.europa.eu/environment/gpp/toolkit_en.htm</i></p>

<p>Buildings used by the project Recruitment Volunteers and workers will be employed within communities, which will reduce travel. Waste collection</p> <p>REDUCING THE CARBON AND OTHER ENVIRONMENTAL IMPACTS IN PROCUREMENT The procurement of materials and services will be aligned to EU Green Procurement e.g. .Copying / Graphic Paper</p> <p>PC, notebooks and monitors All products shall meet the ENERGY STAR label for energy rating (pass/fail weighting _____)</p> <p>Promotional materials _____</p> <p>etc.</p>	
<p>Stakeholders involved and main target audience of the project (other than project participants): (Maximum Characters: 10000)</p> <p>The primary audience we will be disseminating/communicating/demonstrating/ect. to is/are _____ with an interest in _____. This includes _____</p> <p>The following types of organisation will be the main stakeholders involved because _____:</p> <ul style="list-style-type: none"> • • <p>The following organisations have shown their support for the project:</p> <ul style="list-style-type: none"> • • 	<p><i>Stakeholders are those that have an interest in the issue targeted by the project.</i></p> <p><i>Main target audiences are those that the project activities are targeting.</i></p> <p><i>Project monitoring activities must include the measurement of the impact of the project's activities on these target audiences.</i></p> <p><i>The selection of the target audiences must be justified, in view of reaching the project's objectives.</i></p> <p><i>Provide quantitative and qualitative information, wherever possible.</i></p>

	<p><i>Identify a range of stakeholders and explain how the project will engage with them throughout its life time and beyond</i></p> <p><i>Types of organisations that could be YOUR stakeholders include (this is not an exhaustive list) local authorities, government organisations, research centres, NGOs, charities, trade bodies, other LIFE projects, other EU projects, general public.</i></p>
<p>Expected constraints and risks related to the project implementation and how they will be dealt with (contingency planning): (Maximum Characters: 12000)</p> <p>A project risk register will be maintained throughout the project (as shown in the figure below), that considers the risks and contingencies on an on-going basis. The risk register includes the following:</p> <ul style="list-style-type: none"> - The area of risk. - The area of the project affected by the risk. - What the risk is and its significance to the project. - Impact assessment (impact and likelihood). - Controls to be put in place to address the risk. - How the controls put in place will reduce the risk (impact and likelihood). - What further action is required? - The risk owner. - When the controls needs to be put in place. - Review of the risk and status 	<p><i>There is the option to upload a detailed project risk register.</i></p> <p><i>Risk should be acknowledged and the steps for mitigation should be identified.</i></p> <p><i>Example of areas of risk include (not an exhaustive list): implementation, scientific, economic, language issues, monitoring, finance/budget, low involvement of stakeholders, project management, dissemination</i></p>
<p>CONTINUATION / VALORISATION OF THE PROJECT RESULTS AFTER THE END OF THE PROJECT</p>	<p><i>List any project actions which will be continued indicating their reference (e.g. A1, A2, ...) and title.</i></p>

<p>The final results of the project will be _____.</p> <p>We envisage that there are XXX actions that will need to be carried out after the end of the project:</p> <ul style="list-style-type: none"> • • • <p>As XXX is a project that is relevant to this site only, most of the actions will be completed by the end of the project. However, the activity that will need to take place once the project has ended is _____ because _____.</p>	<p><i>Indicate how the continuation actions will be continued after the project, by whom, within what timeframe and with what financing.</i></p> <p><i>List the main pieces of equipment to be purchased under the project and provide details on their utilisation after the end of the project. Bear in mind that, according to the Common Provisions, the eligibility of durable goods purchased under the project is subject to the beneficiaries continuing to assign these goods definitively to nature conservation activities beyond the end of the project.</i></p>
<p>To what extent will the results and lessons of the project be actively disseminated after the end of the project to those persons and/or organisations that could best make use of them (please identify these persons/organisations)?</p>	<p><i>Dissemination of results is now an obligatory action particularly for demonstration projects.</i></p>
<p>Part C – Technical Description</p>	<p><i>Part C needs to be very specific – don't be afraid of providing lots of detail</i></p> <p><i>Actions must be well described and quantified</i></p>
<p>Actions</p> <p>Title:</p>	<p><i>Ensure that the name is short (maximum 200 characters) and that it clearly reflects the objective of the action</i></p>

<p>Beneficiary responsible for implementation: _____</p> <p>Description (what, how, where and when) (Maximum Characters: 10000)</p> <p>WHAT The aim of the action is to _____.</p> <p>HOW (Explain how you will carry out the WHAT outlined above - what activities will take place to achieve the EXPECTED RESULTS)</p> <p>WHERE This action will take place on/at _____</p> <p>WHEN How many months will the action take – duration – and during which part of the project will it occur.</p> <p>CONSTRAINTS AND ASSUMPTIONS Describe what might prevent you from implementing the action as planned and what will be done to address this risk. Make sure that these constraints and assumptions are in line with those indicated in the B section.</p> <p>EXPECTED RESULTS (QUANTITATIVE INFORMATION AS FAR AS POSSIBLE) (MAX 2000 CHARACTERS) Describe concisely what results will be achieved at the end of the action (e.g. xx ton of waste recycled or yy ton CO2 emissions avoided) and what deliverable products (e.g. guide) will be produced.</p> <p>INDICATORS OF PROGRESS: Indicate how you will measure the progress of this action.</p>	<p><i>State who will be in charge of the implementation of this action. If more than one beneficiary is involved, give full details of which beneficiary is responsible for what in the "Description and methods employed (what, how, where and when)" section</i></p> <p><i>Describe the content of the action indicating what will be done, how, using what means, where and when. There must be a clear link between the action and the project's objectives</i></p> <p><i>Expected results - quantify information as far as possible and describe (preferably in bullet points) what will be achieved and what will be produced</i></p> <p><i>If including limited research, the Commission favours research results that are publicised</i></p> <p><i>Ensure adequate planning to take into account buffer times for permits/authorisations</i></p> <p><i>Be clear that your proposal includes a monitoring scheme that will effectively and efficiently measure the impact of the project (to do this you will have</i></p>
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EXAMPLE: Monitoring of the impact of the project actions (obligatory)

already needed to set the baseline)

C1 Monitoring and evaluation

Beneficiary responsible for implementation: _____

Description (what, how, where and when) (Maximum Characters: 10000)

The impact of the project will be monitored using _____. The project has been designed to reduce _____ impacts...

WHAT:

Establish a comprehensive monitoring programme for the project's outputs.

Monitoring will be designed to take into account _____ and key performance parameters.

HOW:

To determine the _____ rate, _____ from the selected project areas will be collated and compared. _____ samples will be collect from around _____ sample units depending on the type of material. The total _____ will be measured for any reduction as well as the relative proportions of _____

WHERE:

The _____ will be collated from _____ by _____....

WHEN:

The action will run for a total of _____ months, split between _____ months in the first year (starting _____

20__) and __ months in second year (starting in ____ 20__).

Constraints and assumptions (Maximum Characters: 2000)

Interpretation will depend upon the amount of monitoring information collected.....

The total amount of useful information may be improved by _____

Expected results (quantitative information when possible) (Maximum Characters: 2000)

Measure of the _____ rates before and after Action __ to __

Percentage of stakeholders' behaviour before and after Action B_.

Indicators of progress (Maximum Characters: 2000)

Assessment of _____ and _____ benefits